



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Russell, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	20.4%	Population	52,015	53,920
Rural Bypasses	14.0%	Households	21,303	22,341
Home Town	10.0%	Families	14,296	14,820
Modest Income Homes	8.3%	Median Age	36.7	37.9
Midlife Junction	7.8%	Median Household Income	\$31,547	\$34,749

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	45	\$1,218.10	\$25,949,226
Men's	45	\$222.88	\$4,748,065
Women's	43	\$404.23	\$8,611,413
Children's	53	\$221.05	\$4,709,077
Footwear	39	\$186.48	\$3,972,664
Watches & Jewelry	50	\$111.88	\$2,383,388
Apparel Products and Services ¹	57	\$71.57	\$1,524,619
Computer			
Computers and Hardware for Home Use	52	\$109.20	\$2,326,218
Software and Accessories for Home Use	49	\$14.12	\$300,753
Entertainment & Recreation	55	\$2,061.60	\$43,918,239
Fees and Admissions	47	\$288.56	\$6,147,260
Membership Fees for Clubs ²	49	\$81.11	\$1,727,828
Fees for Participant Sports, excl. Trips	46	\$52.21	\$1,112,238
Admission to Movie/Theatre/Opera/Ballet	47	\$70.41	\$1,499,982
Admission to Sporting Events, excl. Trips	47	\$28.71	\$611,503
Fees for Recreational Lessons	44	\$55.83	\$1,189,319
Dating Services	51	\$0.30	\$6,390
TV/Video/Sound Equipment	56	\$802.31	\$17,091,678
Community Antenna or Cable TV	60	\$439.52	\$9,363,096
Televisions	51	\$149.19	\$3,178,155
VCRs, Video Cameras, and DVD Players	56	\$18.76	\$399,658
Video Cassettes and DVDs	56	\$36.75	\$782,819
Video Game Hardware and Software	55	\$19.83	\$422,445
Satellite Dishes	62	\$0.69	\$14,782
Rental of Video Cassettes and DVDs	57	\$28.90	\$615,608
Streaming/Downloaded Video	43	\$0.35	\$7,490
Sound Equipment ³	49	\$104.97	\$2,236,173
Rental and Repair of TV/Radio/Sound Equipment	57	\$3.35	\$71,452
Pets	61	\$271.68	\$5,787,661
Toys and Games	57	\$85.75	\$1,826,735
Recreational Vehicles and Fees ⁴	65	\$282.43	\$6,016,678
Sports/Recreation/Exercise Equipment ⁵	51	\$110.02	\$2,343,771
Photo Equipment and Supplies ⁶	54	\$68.66	\$1,462,648
Reading ⁷	53	\$152.18	\$3,241,808
Food	56	\$4,667.30	\$99,427,489
Food at Home	57	\$2,778.75	\$59,195,624
Bakery and Cereal Products	57	\$386.37	\$8,230,763
Meat, Poultry, Fish, and Eggs	58	\$704.16	\$15,000,635
Dairy Products	57	\$315.56	\$6,722,294
Fruit and Vegetables	54	\$448.22	\$9,548,416
Snacks and Other Food at Home ⁸	58	\$924.45	\$19,693,516
Food Away from Home	55	\$1,888.55	\$40,231,865
Alcoholic Beverages	51	\$306.40	\$6,527,291
Nonalcoholic Beverages at Home	59	\$260.80	\$5,555,848



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	42	\$428.22	\$9,122,471
Vehicle Loans	61	\$3,504.89	\$74,664,579
Health			
Nonprescription Drugs	63	\$71.92	\$1,532,009
Prescription Drugs	65	\$368.36	\$7,847,090
Eyeglasses and Contact Lenses	57	\$43.86	\$934,307
Home			
Mortgage Payment and Basics ⁹	47	\$4,324.73	\$92,129,642
Maintenance and Remodeling Services	45	\$931.75	\$19,849,109
Maintenance and Remodeling Materials ¹⁰	57	\$236.14	\$5,030,577
Utilities, Fuel, and Public Services	60	\$2,730.86	\$58,175,501
Household Furnishings and Equipment			
Household Textiles ¹¹	53	\$73.50	\$1,565,828
Furniture	49	\$323.13	\$6,883,539
Floor Coverings	48	\$46.95	\$1,000,164
Major Appliances ¹²	55	\$164.79	\$3,510,477
Housewares ¹³	50	\$47.58	\$1,013,516
Small Appliances	56	\$19.60	\$417,490
Luggage	48	\$4.77	\$101,545
Telephones and Accessories	48	\$20.79	\$442,877
Household Operations			
Child Care	51	\$208.02	\$4,431,429
Lawn and Garden ¹⁴	56	\$235.78	\$5,022,919
Moving/Storage/Freight Express	52	\$27.10	\$577,389
Housekeeping Supplies ¹⁵	58	\$442.75	\$9,431,903
Insurance			
Owners and Renters Insurance	58	\$286.83	\$6,110,245
Vehicle Insurance	57	\$796.65	\$16,971,111
Life/Other Insurance	58	\$332.82	\$7,089,970
Health Insurance	60	\$1,212.03	\$25,819,824
Personal Care Products ¹⁶	56	\$244.26	\$5,203,408
School Books and Supplies ¹⁷	57	\$66.85	\$1,424,041
Smoking Products	69	\$310.90	\$6,623,084
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	57	\$2,946.89	\$62,777,600
Gasoline and Motor Oil	61	\$1,538.45	\$32,773,706
Vehicle Maintenance and Repairs	55	\$546.66	\$11,645,414
Travel			
Airline Fares	44	\$185.10	\$3,943,228
Lodging on Trips	49	\$208.05	\$4,432,079
Auto/Truck/Van Rental on Trips	42	\$16.47	\$350,931
Food and Drink on Trips	50	\$235.27	\$5,012,035

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.